SYNOPSIS

For

PhD. Registration

UNDER UNIVERSITY DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT, RANCHI UNIVERSITY, RANCHI

RESEARCH TOPIC

Corporate Social Responsibility in Indian Banking Sector: A Comparative Study of State Bank of India and HDFC Bank with Special Reference to Ranchi District

Under the supervision and guidance of:-

Dr. Tarun Chakraborty
(Assistant Professor)

Department of Commerce,
Marwari College, Ranchi
Ranchi University, Ranchi

Submitted by:-

Shimpy Kumari

UGC NET Roll No.: JH04304850

CONTENTS

Serial No.	Contents	Page No.
1.	Introduction	1-2
2.	Corporate Social Responsibility	2-3
3.	Applicability of CSR	4-6
4.	CSR Practices in Indian Banking Sector	6-7
5.	Jharkhand and Corporate Social Responsibility	8-9
6.	A brief profile of Ranchi	10-12
7.	CSR projects in Ranchi	13-14
8.	Review of literature	15-18
9.	Significance of research	18
10.	Objective of research	19
11.	Limitation of research	19
12.	Hypothesis	19
13.	Research design & Methodology	20-21
14.	Tentative Chapterisation	21
15.	References	22-24

CORPORATE SOCIAL RESPONSIBILITY IN INDIAN BANKING SECTOR: A COMPARATIVE STUDY OF STATE BANK OF INDIA AND HDFC BANK WITH SPECIAL REFERENCE TO RANCHI DISTRICT

Introduction

India has an effective tradition of helping others extending over thousands of years. Religion was a major driving force behind generosity in the pre-industrial age. In the past, the merchant also assisted society in overcoming natural disasters like floods and famines. Industrial households used to support social causes throughout the period of colonial rule. Following independence, the private sector lost prominence as the public sector emerged as a major force behind development, thanks to the emergence of public sector enterprises (PSUs). Nonetheless, expectations for the nation's socioeconomic development have shifted back to the private sector due to the public sector's poor performance. We now refer to these socioeconomic advancements as 'corporate social responsibility'.

There hasn't been much research done on CSR practices in developing and emerging nations like India. These days, CSR is thought to be the most demanding research issue. The topic of corporate social responsibility (CSR) has been thoroughly studied by both theoretical and empirical study, and in the age of globalization, CSR is growing in significance. The majority of banks have therefore adopted social and environmental initiatives that benefit both society and themselves as a result of realizing the significance of CSR. Since corporate social responsibility (CSR) is now a legal mandate for corporations in India, we have seen researchers focusing on this area and examining CSR practices across various industries.

A number of researchers have looked into the state of CSR in banks. Credibility and accountability have been demanded by the market's public and private sectors. A business's primary goal used to be to maximize profits, but now a days management is also focused on

non-financial goals, risk management, and maintaining transparency. The purpose of the study is to figure out about SBI and HDFC banks' social responsibility efforts.

The study takes SBI and HDFC as examples of two banks to analyze the corporate social responsibility practices of private and public sector banks in Ranchi district of Jharkhand. The study intends to analyze how various stakeholders perceive, evaluate, and assess the two banks' corporate social responsibility (CSR). The biggest banks in India's public and private sectors, respectively, are SBI and HDFC. The institutions, which are the biggest banks in their respective industries, have a well-defined framework in place to support societal requirements and are working extremely hard to meet their goals. This specific field of CSR in the banking business and the association of common people require deeper research. A consistent committee for CSR activities is required, and it should ensure the successful and steady development of society. They have raised awareness of their existence as well as the demands of the social, cultural, educational, and environmental aspects of society.

Corporate Social Responsibility

The term ‘corporate social responsibility’ (CSR) refers to an organization's ongoing commitment to the socioeconomic advancement of the areas in which it operates. It is an effective strategy for generating long-term stakeholder values and a competitive, sustainable profit.

The publication Social Responsibilities of Businessman by Bowen[1], introduced the idea of Corporate Social Responsibility for the first time in 1953. But the term corporate social responsibility didn't gain influence until the 1990s, when economic liberalization aided in the fast expansion of Indian businesses. Their inclination to support social initiatives rose as a result. The term ‘corporate social responsibility’ (CSR) describes the strategies used by

corporations and businesses to conduct their operations in a way that is moral, benevolent toward society, and helpful to the community in relation to advancement.

CSR definitions:

According to Bowen[1], "CSR refers to the obligations of businessman to pursue those policies to make those decisions or to follow those lines of relations which are desirable in terms of the objectives and values of our society."

Corporate social responsibility is extended from the traditional economic and legal responsibility to ethical and philanthropic responsibility in response to the rising concerns on ethical issue in business by Archie B. Carroll[2].

Business social responsibility is defined as what an organization does for the good of society above and beyond what is required by law. The phrase 'responsibility' highlights the moral duties that a corporation owes to society. Corporate Social Responsibility (CSR) is a type of corporate self-regulation that is incorporated into a company model. It is also referred to as Sustainable Responsible Business (SRB) or CSR. The enormous acceptance of corporate social responsibility has been made possible by the growing concern for sustainable development, environmental preservation, surrounding pollution control, and natural resource management. Many corporate sectors utilize corporate social responsibility as a technique to satisfy public demand and become more environmentally conscious in their operations.

Applicability of CSR Provisions

The Companies Act, 2013 has formulated Section 135, Companies (Corporate Social Responsibility) Rules, 2014 and Companies (Corporate Social Responsibility Policy) Amendment Rules, 2021 shall also apply to the above-mentioned companies[3]. Schedule VII which prescribes obligatory vittles for Companies to fulfill their CSR. On every Company including its holding or subsidiary having :-

- Net worth of Rs. 500 Crore or more, or
- Turnover of Rs. 1000 crore or more, or.
- Net Profit of Rs. 5 crore or more, during the immediately preceding fiscal year.
- Still, if a company ceases to meet the criteria for 3 successive fiscal years further more it isn't needed to comply with CSR Provisions till similar time it meets the specified criteria.

These rules are applicable from the financial year 2014-15 onwards. Sub section 1 of section 135 requires companies to constitute a 'Corporate social responsibility committee of the board' consisting of their board members, including at least one independent director in order to achieve the CSR objectives for the benefits of the company and for achieving the goals of sustainable development. This composition will be disclosed in the board's report as per sub-section (3) of section 134.

The companies shall include the foreign companies having branch offices in India. The Act encourages all such target companies to spend at least 2% of their average net profit made during the previous three financial years on CSR activities.

The ministry's draft rules, that have been put up for public comment, define net profit as the profit before tax as per the books of accounts, excluding profits arising from branches outside India. The average net profit shall be calculated as per the provision of section 138 of the companies act, 2013. Also, provisions to the Rule provide 3(1) of the CSR states that the net worth, turnover or net profit of a foreign company of the Act shall be computed in accordance

with balance sheet and profit and loss account of such company prepared in accordance with the provisions of clause (a) of sub-section (1) of section 381 and section 198 of the Companies Act, 2013[3].

The Act lists out a set of exercises qualified under CSR. Companies may execute these activities taking into account the nearby conditions after looking for board approval. The indicative activities which can be embraced by a company under CSR have been indicated under modified Schedule VII of the Act.

M. M. Goswami[4] stated as per the Ministry of Corporate Affairs notification dated 27th February, 2014 (effective from 1st April, 2014) these activities include:

- Eradicating hunger, poverty and malnutrition, promoting preventive health care and sanitation and making available safe drinking water;
- Promoting education, including special education and employment enhancing vocational skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects;
- Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups;
- Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agro forestry, conservation of natural resources and maintaining quality of soil, air and water;
- Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art, setting up public libraries, promotion and development of traditional arts and handicrafts;
- Measures for the benefit of armed forces veterans, war widows and their dependents;

- Training to promote rural sports, nationally recognized sports, paralympic sports and Olympic sports;
- Contribution to the Prime Ministers' National Relief Fund or any other fund set up by the• Central Government for socio-economic development and relief and welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women;
- Contributions or funds provided to technology incubators located within academic institution which are approved by the Central Government;
- Rural development projects.

CSR Practices in Indian Banking Sector

The banks are one of the major stakeholders in the finance sector. Through its huge network of branches and profit the banking diligence is one of the major commercial in India. Banks have wider socio-economic impact in the society through their monetary product and services. Considering this Reserve Bank of India has issued guidelines to banks regarding CSR, sustainable development and non fiscal reporting and advised that they should frame their methodologies on CSR. The main areas for CSR practices in Indian banks are common in public sector and private sector banks. These areas include children well-being, health care poverty eradication, women's accreditation, education, surroundings, community well-being, vocational training, rural development, protection to girl child and employment. Some recent CSR action by some banks in India are as follows:-

Punjab National Bank's CSR action were more focused towards Health and Hygiene by funding several self employment schemes like as Giving Back to the Society, PNB ladli, PNB Kisan Balak Shiksha Protsahan Yojana and PNB Vikas Yojana. The bank correspondingly contributes to PM CARE Fund and CM relief fund[5].

Indian Bank patronized 1000 cataract surgeries at Sankara Eye Hospital, fitness ATM at Varanasi, a multi vehicle to Udayam Charitable Society, Kozhikode etc. The bank contributed to Assam CM's Relief Fund for cataract relief, Guwahati.[6]

State Bank of India spends Rs.204.10 crores towards its CSR action in FY 2022 and Rs. 316.76 in FY 2023 which were centered around Rural and Slum area development, Health Care and Sanitation, Education, Environment Sustainability, Tribal Welfare, accreditation of Women and elderly Citizens and supporting sports and athletes.[7]

Industrial Credit and Investment Corporation Of India (ICICI) Bank has a long standing dedication to Corporate Social Responsibility (CSR). The bank's charity to socio economic development includes several pioneering interventions, with a focus on meeting specific aims. The exertion is largely enforced straight way or through the ICICI foundation for Inclusive Growth[8].

Housing Development Finance Corporation (HDFC) Bank spent 736 crore on CSR initiatives in the FY 2022 and Rs.820.89 crores in FY2023. The bank seeks to make a contrast in the quality of life of the communities in which it operates through **Parivartan**, its shield brand for CSR. The bank works in the broad areas of Education, Skill training and livelihood improvement, Health Care, Sports, Environmental Sustainability, and Rural Development, with an ideal to contribute towards socio-economic development of the country[9].

Jharkhand and Corporate Social Responsibility

The state government expects that their CSR policy will create transparency and avoid duplication of efforts arising out of similar central and state-sponsored schemes thereby rationalizing the utilization of resources for positive impact. It will also help prioritize meaningful CSR projects to create a sustainable, long-term impact on communities and the environment. The government of Jharkhand aims to maximize the potential of CSR investments to achieve the results that are best for the state. Its sound policy is set to attract CSR investments in the state[10].

The top CSR projects in Jharkhand

As per data from National CSR portal, in the financial year 2021-22, the total CSR expenditure in Jharkhand has been Rs 192.41 crores. The top 3 districts to enjoy CSR benefits in the state are respectively Ranchi (amount spent towards CSR 51.49cr), East Singbhum (23.9 cr) and Bokaro (20.05 cr)[11].

Tata Communication: Tata Communication has blazoned the launch of the 'School of Hope and Empowerment' (S.H.E.) at the 2021 UNESCO World Conference on Education for Sustainable Development. S.H.E., a multi-media, multi-stakeholder impact communications action to support and educate women from small municipalities in India to overcome crucial walls to entrepreneurship. The end of this CSR design is to inspire at least a million women to realize their dreams of getting entrepreneurs. In the first phase, S.H.E. is concentrated on aspiring women entrepreneurs progressed 18- 35 times from low- income backgrounds in the peri-urban areas of Dhanbad, Bokaro, East Singhbhum, Hazaribagh and Ranchi in Jharkhand. With just 25% of women in the labor force and limited employment openings in the region, this design will address the challenges of fiscal independence of these women[12].

National Thermal Power Corporation (NTPC): NTPC, a Maharatna CPSU under Ministry of Power, under CSR action has come forward for installation of Centralised Manifold Oxygen Support system for 300 beds ITKI TB Sanatorium, a devoted COVID Care sanitarium located in the outskirts of Ranchi. This comes in view of the alternate surge of COVID epidemic in the country as well as in Jharkhand state performing in a high swell in critical cases and performing in bed failure across all the major hospitals in Ranchi and Hazaribagh including Rajendra Institute of Medical Science (RlMS). Further, it's furnishing backing to RIMS Hospital, Ranchi for installation of an oxygen pipeline system to support 600 oxygen equipped beds with 40 jumbo cylinder with accessories for covid treatment with the fiscal support under the CSR action. The support intends to feed to the large need for oxygen for COVID cases admitted at hospitals. The oxygen equipped beds for Covid Care ICU/ Wards shall be helpful not only for the residers of the megacity but people of Jharkhand visiting the sanitarium for treatment[13].

Garden Reach shipbuilders & Engineers (GRSE): Garden Reach Shipbuilders & Engineers Ltd (GRSE) under its CSR action has inked a new MoU with Ramakrishna Mission, Belur Math, to support five new Gadadhar Abhyudaya Prakalpa (GAP) units in Ranchi[14]. This action is aimed towards holistic development of approx. 255 depressed ethnical children of Badree, Getalsud, Kuturloba and Tupudana of Ranchi quarter from FY 2019- 20 to FY 2022- 23. Under this design, in addition to conducting diurnal classes for academic development, diurnal nutritional food supplements, periodic medical check-up, health mindfulness classes, free- hand exercise/ yoga sessions, sports conditioning will be accepted for the intellectual and physical development of the children[15].

A Brief Profile of Ranchi

Ranchi, Capital of Jharkhand is partitioned into Ranchi and Bundu subdivisions and each subdivision is assist isolated into blocks, panchayats and villages. It comprises of 18 blocks and 305 panchayats. Under Ranchi Sub-Division, there are 14 blocks and Bundu Sub-Division comprises of 4 blocks. Ranchi, in its advanced shape, is the capital city of the Indian state of Jharkhand. The city contains a moderate climate and was the summer capital of Bihar until Jharkhand was isolated within the year 2000. It is popularly known as a "City of Water Falls".

Ranchi may be a prevalent instructive goal for students of Bihar, Jharkhand and a few parts of West Bengal as well. Numerous students come here for their senior secondary education, and it too has a few prestigious organizing like BIT Mesra, IIM, NIFFT, NUSRL, CIP, RIMS etc. It moreover gloats of the head workplaces of a few vital government associations like HEC, CCL and Cruise. It is additionally known for quality sports framework as there is bounty of worldwide level stadiums for diverse kind of sports. The city is stacked with traveler goals in the event that you're a nature buff. There are different waterfalls, slopes and forests inside a range of 70-100 km from the city[16].

Economy of Ranchi

Ranchi is developing and growing at a fast pace. Expanded financial exercises and framework advancement has come about in broad urbanization, as a result of which urban and semi-urban zones are extending. Due to an alter in arrive utilize arrangements more zones are being included to the region of the city. After being granted with the capital status to Ranchi, there has an risen a got to meet the requirements of the expanding populace. Effortlessly accessible labor, rumored specialized, administration and instructive educate, great transport and communication offices and progressing control position makes the RIA (Ranchi Mechanical Zone) locale appealing for business people.

Endeavors are being made to generate ample business, infrastructural and organization civilities for the advantage of the individuals. In this age of urbanization, industrialization & modernization one ought to not disregard to protect and secure the display environment. A

feasible & eco-friendly way of advancement is this required for Ranchi. In 2006 the Indian government named Ranchi one of the country's 250 most backward districts (out of a total of 640)[16]. It is one of the 23 districts in Jharkhand currently receiving funds from the Backward Regions Grant Fund Programme (BRGF). In the aspirational districts, Ranchi has improved.

Trade, Commerce and Business in Ranchi

Ranchi is a vital center of trade & commerce within the State. The tall proficiency rate, dedicated individuals, steady political environment and accessibility of essential offices make a ideal environment for commerce to prosper within the region. The government is advertising profitable plans to draw speculation to the city of Ranchi. Numerous premium brands, quick – food chains & multiplexes have set shop in Ranchi. Ranchi moreover has a number of Multinational Companies, Open Division Ventures & Private Constrained Companies, which give great work openings. The Ranchi city in this way offers sufficient trade opportunity to the unused business people & work openings for working professionals[16].

Mineral and Common Assets in Ranchi

Major items which incorporate wood from timber, such as Bamboo, Mahua, Shisham, Kusum, Aam, Jamun, Saal, Imli, Gamhar etc. Minor Items are Hara, Behara, Kendu Patta, Saal Seed, Karanj Seed, Mahua Patta, etc., these items have therapeutic and commercial esteem. The ripe arrive of the provincial region of Ranchi comprises of Ruddy & Yellow soil as well as a few sum of sand. Water for irrigation reason is drawn from streams like Swarnrekha, Koyal, and Damodar[16].

Demography of Ranchi

Data as per Population Figures of 2011 Census[17]

Actual Population : 29,14,253

Male : 14,94,937

Female : 14,19,316

Populace Growth : 23.98%

Area Sq. Km : 5,097

Density / Km^2 : 572

Proportion to Jharkhand Population : 8.83%

Sex Ratio (Per 1000) : 949

Child Sex Proportion (0-6 Age) : 938

Average Literacy : 76.06

Male Literacy : 84.2

Female Literacy : 67.44

Total Child Population (0-6 Age) : 4,01,214

Male Population (0-6 Age) : 2,07,029

Female Population (0-6 Age) : 1,94,185

Literates : 19,11,433

Male Literates : 10,85,244

Females Literates : 8,26,189

Child Proportion (0-6 Age) : 13.77%

Boys Proportion (0-6 Age) : 13.85%

Girl Proportion (0-6 Age) : 3.6%

CSR Projects in Ranchi

Corporate Social Responsibility (CSR) has been a pivotal aspect of the development of Ranchi, the capital city of Jharkhand. Hence, companies operating in Ranchi must priorities CSR enterprises that contribute to the development and upliftment of the original community.

Ranchi was the largest philanthropist of CSR finances in FY 2021-2022. The quarter entered an aggregate of Rs.51.49 Cr. from 81 companies. The top three contributing companies were HDFC Bank Limited, Central Coalfields Limited, and Power grid Corporation of India Limited, which spent Rs.19.49 Cr., Rs.7.58 Cr., and Rs.6.18 Cr., independently. The top three areas of focus for the CSR enterprise in the region were Education, Health and Rural Development.[10]

Top Companies for CSR in Ranchi:

Central Coalfields Limited

Central Coalfields Ltd in partnership with State Govt. of Jharkhand established the Jharkhand State Sports Promotion Society in the year 2016. In the first batch, 78 sports cadets were admitted from various Districts of Jharkhand. In the year 2016-17, 100 more Sports Cadets were added. About 97% of the academy sports cadets are tribals and OBCs from remote villages of almost all 24 districts of Jharkhand. The cadets are provided free boarding, lodging, sports training, schooling etc in the sprawling campus at Khelgaon, Ranchi along with a monthly stipend of Rs 500[18]. In May 2023, CCL launched first-ever “Hospital on Wheels” for stray animals under new CSR initiative in Jharkhand[10]. The inaugural function was held at CCL, Darbhanga House, Ranchi. The vehicle equipped with modern facilities is aimed at providing crucial veterinary care to stray animals which are neglected and need attention. Equipped with state-of-the-art medical equipment and staffed by compassionate veterinarians, the hospital will bring healthcare directly to the streets, parks, villages and neighbourhoods where these vulnerable creatures reside.

HDFC Bank's Holistic Rural Development Programme

HDFC Bank's Holistic Rural Development Programme (HRDP) includes farm and nonfarm-based livelihood, water conservation, on-ground training for farmers, creation of Farmer Producer Organisations, sanitation and Natural Resource Management. The bank facilitates livelihood enhancement opportunities, particularly for women and youth, primarily in agriculture and allied areas such as dairy and poultry. The objective is to help them find jobs locally, enhance their household income and discourage migration.

During FY 2020-2021, the focus was on facilitating employment opportunities for migrant labourers who returned to their native villages following job losses due to the pandemic[19].

State Bank of India

An amount of Rs. 0.42 crore was spent towards the empowerment of women and senior citizen. The major initiatives undertaken. Donation of 13-seater TATA Winger vehicle to the Society of Sisters of the Destitute Santhisadan, Oramanjhi, Ranchi in FY 2020[20]. To deliver quality healthcare services, bank has spent some amount and donated nine ambulances to different Hospitals, NGOs, and trusts. It supported Tata Steel Foundation – Mumbai in setting up digital-based classrooms for children in remote and tribal areas of Odisha and Jharkhand in financial year 2022[7].

Review of Literature

CSR is not a new concept. This one is very common in research area. It also a very dynamic topic as the responsibilities keeps changing according to social needs. Many researchers expressed their views and their articles provides the evidence that they are familiar with what was already known and with what it still unknown and unlisted.

Chaudhury & Yadav, 2021 anatomized that maximum banks haven't openly bared their CSR investments and proportionate spend on CSR actually to the. The major objection for banks is the need for dependable indexes of progress in their CSR exercise. Proper assembly of CSR exercise at the base status several attempts to be taken over to offer a clear and transparent system for its proper execution[21].

K.S.Sairamakrishna and Dr. S.Sudalaiyandi (2021) studied that the banking sector of the district has bolted their CSR exercise after the enactment of the act but they also found that banks' monthly income is huge but CSR disbursement is really low and there's no proper monitoring system of CSR activities. The CSR activities are operating only on self-imposed ground in the district.[22]

Mary (2020) study was concentrated on Disaster period and covid epidemic. Banks helped the society in that disaster period and utmost of the banks contributed in Prime Minister National Relief Fund. HDFC and ICICI banks are being in the top ten list of CSR portal. This study shows that CSR practices made by the banking sector is giving due responses to the societal beneficence for the upliftment of the poor and needy[23].

Singh (2010) found that sustainable inclusive growth requires an optimal mix of three sets of actors and their respective responsibility. The first is Government Social Responsibility (GSR) and their action. The second is Corporate Social Responsibility (CSR). The coming call is for Personal Social Responsibility which requires that every national above the poverty line must take his/ her own responsibility. CSR has gained to get attention from very long time. CSR has

come critical due to the fact that it affect all aspect of business as well as the society. In return businesses are largely responsible for creating wealth for the operating association as well as the society[24].

Dutt (2018) concluded that SBI is playing an outstanding role to bring out the relationship between the organization and the society. CSR investment of SBI is expanded step by step and the bank is concentrated on the sensible developments of groups, yet the growth rate of CSR expenditure is slow[25].

Kaur (2016) study shows that though the Indian banks are making efforts in the CSR areas but still there's a demand of further emphasis on CSR. There are some banks which aren't indeed meeting the obligatory condition of law of priority section lending and rural branch expansion. The public sector banks have overall top donation in CSR activities. Private sector banks and foreign banks are still weakening in this area[26].

Malik (2016) studied that the state of mind of the Indian entrepreneurs towards CSR is altering due to tough rival in an international status. These days banking industry in India is giving due consequence to the social responsibility and they try to feed all the important areas to be concentrated like health, education, sanitation etc[27].

Mrs. Pushpam (2015) compared existing econometric studies of the relationship between social and fiscal performance, concluding that the contradictory results of former studies reporting positive, negative and neutral monetary impact, were due to flawed empirical analysis and claimed when the study is appropriately specified, CSR has a neutral impact on fiscal development. People, plant and profit also known as the triplex bottommost line form one way to estimate CSR. People pertain to fair labor practices, the community and region where the business operates. Plant refers to sustainable environmental practices. Profit is the monetary value created by the institution after subtracting the cost of all inputs including the cost of capital[28].

Dhingra & Mittal (2014) according to them banking sector in India is showing interest in integrating sustainability into their business model but its CSR reporting practices are far from satisfaction. Most of the bank exercise CSR practices as a marketing tool and numerous are only making token efforts towards CSR. Maximum banks apply CSR only for a particular purpose or need and don't state how much they spent. There are only a few banks which report their exertion on triadic nethermost line principles. The study found out that among the reporting banks some banks are making formality in respect of their exertions for socio environmental establishments[29].

Sharma & Mani (2013) analyzed that though the Indian banks are making sweats in the CSR areas but still there's a demand of more stress on the same. The banks have focus on the community interest and agriculturist's well-being program but the efforts for women interest and education aren't voluminous. Banks are generally judged from the point of view of their fiscal performance but this study has explored a new dimension for as saying the performance of banks. It could be inferred from the study that certain banks like ICICI bank, HDFC bank and State Bank of India which are top players in the terms of profitability and growth aren't at the top in CSR exertion[30].

Mohrana (2013) concluded that the concept of CSR has failed to some extent to take deep root in India because of lack of coordination between the banks, government and non- government organization efforts. Her study also suggested three measures which are judicious for a better CSR in banks. First is to enhance and accelerate government's involvement in CSR activities, second can be noted as development of a broad sector of the consulting in the period of CSR and finally media should increase its interest and play a vital role in the period of CSR[31].

Chaudhury, Das, & Sahoo (2011) found that only one financial institution i.e. SIDBI has published its own CSR report keeping the benchmark of internationally accepted norms of Global Reporting Initiative (G3). Other banks publishes a separate partition on CSR on their Annual Report, But it wasn't drafted according to internationally accepted standard. It's further observed that all the banks and financial institutions under the study are engaged in spending for

socio-economic development and community development systems. Additional priority sector lending, MSME, backing and design on terrain excellence etc. are ordinary to all the financial and banking institutions[32].

Significance of Research

Now customers are of the view that if it's a well- known company, it undertakes certain activities not simply for the motive of profit but also for a social cause. So, there was a need to make business a part of the society and to maximize positive benefits that business bid can bring to mortal and environmental well- being and to minimize the injurious goods of reckless business.

Corporate Social Responsibility (CSR) is generally understood as a moral obligation that's supposed to be shown by associations towards the society in lieu of gains generated through clients who are a part of the same society.

In light of above review of literature, there's no relative study of CSR exercise of SBI bank and HDFC bank. The proposed exploration will give an in- depth sapience of the present status of the CSR exercise of the same banks. This study will help the banks to embrace further CSR initiatives and ameliorate their spending on CSR practices.

Objective of Research

The main objectives of the study are:-

1. To study the concept of Corporate Social Responsibility and significance in the overall operations of the banking sector.
2. To study the status and level of need of the CSR in Indian banking sector.
3. To Analyze and compare the Corporate Social Responsibility spending and activities in SBI and HDFC.
4. To highlight the essential part where CSR activities are being carried out by SBI and HDFC.
5. To identify the barriers to implement CSR activities.

Limitations of the Study

Though there are so many banks, this study is limited to only two banks i.e. SBI and HDFC. The present study is covered only for limited and short time period. The other limitation of the research work is availability of the secondary data and accuracy of primary data.

Hypothesis

1. H_1: CSR practices done by SBI has a greater impact on the society than that of HDFC bank
2. H_0: There is no difference between problems faced by both banks for implementing CSR.

Research Design & Methodology

Research Design

This research includes comparison of two banks, it is a comparative study which is also evaluative in nature. The research will be exploratory, analytical and descriptive in nature.

Research Methodology

Data Collection

The analysis of status of corporate social responsibility in Indian banking sector is based on both primary and secondary data. Primary data will be collected by using well structured Interview schedule and through two set of structured questionnaires from the bank employees and customers. Secondary data will be collected from concerned banks Annual Report, Web Sites, newsletters, RBI Reports and data from various journals and magazines and online sources.

Sample Design and Techniques

The primary stage of the methodology is related to selection of the sample. The universe of the study is banking industry of India including both public and private sectors bank. Sampling frame for the study will be Ranchi district and nearby places. As the study concerned with comparison, therefore SBI and HDFC representing public and private sector banks respectively will be taken. Sampling technique used will be stratified sampling.

Sample size will be 400.

Tabular representation of sample design:

	SBI (200)	HDFC (200)
Employees	80	80
Customers	120	120

Data Analysis and Interpretation

Data will be analyzed after tabulating and coding primary data collected through questionnaires and interviews. Graphs and Charts will be used for effective presentation of the study. The simple statistical tools like Percentage, arithmetic mean, standard deviation, co-relation and regression will be adopted for interpretation of data. Suitable statistical tool will be used for hypothesis testing as per data collected.

Tentative Chapterisation

This study will be divided into the following six chapters:

1. Chapter 1 – Introduction
2. Chapter 2 – CSR – A brief description including regulatory framework
3. Chapter 3 – A brief profile of SBI and HDFC.
4. Chapter 4 – CSR practices in SBI and HDFC and its comparative study
5. Chapter 5 – Hypothesis Testing
6. Chapter 6 – Conclusion, Findings and Recommendation

Signature of Researcher

Shimpy Kumari
UGC NET Roll no.: JH04304850

Signature of Guide

Tarun Chakraborty
(Assistant Professor)
Department of Commerce
Marwari College, Ranchi
Ranchi University, Ranchi

References

[1] Bowen, H. R. *Social Responsibilities of the Businessman*. University of Iowa Press, Lowa City, Lowa, United States (2013, December 1). http://books.google.ie/books?id=ALIPAwAAQBAJ&printsec=frontcover&dq=Social+Responsibility+of+Businessman.&hl=&cd=1&source=gbs_api

[2] Carroll, A. B. (1991, July). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, *34*(4), 39–48.

[3] Retrieved from www.mca.gov.in:https://www.mca.gov.in/Ministry/pdf/FAQ_CSR.pdf on December 02, 2023

[4] M.M.Goswami. (2015). A study on implications of CSR rules under Companies Act, 2013. *XVI Annual Conference Proceedings January*, (pp. 307-309).

[5] Retrieved from www.pnbindia.in: https://www.pnbindia.in/csr-activities.html on December 20, 2023

[6] Retrieved from www.indianbank.in:https://www.indianbank.in/departments/corporate-social-responsiblity/ on December 20, 2023

[7] Retrieved from State Bank of India Annual Report. (2023, March). In www.sbi.co.in on December 20, 2023

[8] Retrieved from www.icicibank.com: https://www.icicibank.com/about-us/corporate-social-responsibility on December 20, 2023

[9] Retrieved from www.v.hdfc.com: https://v.hdfcbank.com/csr/index.html on December 21, 2023

[10] Retrieved from www.thecsrjournal.in:https://thecsrjournal.in/top-csr-projects-jharkhand-corporate-social-responsibility/ on February 28, 2024

[11] Retrieved from www.csr.gov.in: https://www.csr.gov.in/content/csr/global/master/home/home.html on Februaury 28, 2024

[12] Retrieved from www.tatacommunication.com:https://www.tatacommunications.com/resource/corporate-resources/sustainability/list-of-csr-projects/ on February 28, 2024.

[13] Retrieved from www.ntpc.co.in: https://ntpc.co.in/about-us/corporate-functions/corporate-citizenship/corporate-social-responsibility on February 2024.

[14] Retrieved from www.grse.in: https://www.grse.in/wp-content/uploads/2022/04/Varta-2020-e-Release.pdf on March 03, 2024

[15] Retrieved from www.psuwatch.com: https://psuwatch.com/csrwatch/grse-signs-mou-with-ramakrishna-mission-belur-math on March 03, 2024

[16] Retrieved from www.ranchi.nic.in: https://ranchi.nic.in/ on March 03, 2024

[17] Retrieved from www.ranchi.nic.in : https://ranchi.nic.in/document/census-data-2011/ on March 03, 2024

[18] Retrieved from www.jharkhandcclsports.in : https://jharkhandcclsports.in/abt.php on February 28, 2024

[19] Retrieved from www.v.hdfcbank.com : https://v.hdfcbank.com/content/dam/hdfc-aem-microsites/csr/pdfs/state-report/CSR_Booklet_Jharkhand_December2023.pdf February 28, 2024

[20] Retrieved from State Bank of India Annual Report. (2020, March). In www.sbi.co.in on December 20, 2023

[21] Chaudhury, R., & Yadav, R. K. (2021). Indian banking sector: Overview of its CSR practices and challenges. *Emperical Economic Letter, 20(3).*

[22] K.S.Sairamakrishna and Dr. S.Sudalaiyandi. (2021). A study on Corporate Social Responsibility in Indian banking sector-with special reference to Tirunelveli district. *International Journal of Creative Research Thoughts, 9(11)* .

[23] Mary, D. (2020). Corporate Social Responsibility in Indian banking sector. *Xi'an University of Architecture & Technology , 12* (5), 584-596.

[24] Singh, S. (2010). Philanthropy to Corporate Social Responsibility: An Indian perspective. *Review of International Comparative Management , 11* (5), 990-1000.

[25] Dutt, R. (2018). Corporate Social Responsibility (CSR) in Indian banking sector: An empirical study on State Bank of India limited. *Amity Journal of Corporate Governance , 3* (1), 35-45.

[26] Kaur, S. (2016). A study on Corporate Social Responsibility (CSR) in Indian banking sector. *International Journal Current Research , 8* (11), 42604-42606.

[27] Malik, N. (2016). Corporate Social Responsibility in Indian banking industry: Study on attempts of HDFC Bank. *International Journal of Research-Granthaalayah , 4* (8), 62-74.

[28] Mrs.V. Carolin Juliya Pushpam, D. K. (2015). Corporate Social Responsibility of banks in India. *International Journal of Scientific and Research publications , 5* (4).

[29] Dhingra, D., & Mittal, R. (2014). CSR practices in Indian banking sector. *Global Journal of Finance and Management , 6* (9), 853-862.

[30] Sharma, E., & Mani, M. (2013). Corporate Social responsibility: An analysis of Indian commercial banks. *AIMA Journal of Management & Research , 7* (4).

[31] Mohrana, S. (2013). Corporate Social Responsibility: A study of selected public sector banks in India. *IOSR Journal of Business Management , 15* (4), 1-9.

[32] Chaudhury, S. K., Das, S. K., & Sahoo, P. K. (2011). Practices of Corporate Social Responsibility (CSR) in banking sector in India: An assessment. *Research Journal of Economics, Business and ICT , 4*, 76-81.